



**Missouri Travel Barometer**  
**November 2017 Report**  
**(Data available as of 12/11/17)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**November Report Highlights**

**Lodging Statistics: 2017 Calendar Year to Date through October**

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

**Missouri Lodging:**

Occupancy down 0.6% -- ADR up 4.0% -- RevPAR up 3.4% -- Demand down 0.1%

**SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through June**

- For FY17, a 1.5% (\$194.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD17, a 1.2% (\$79.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June

**Website Visits: 2017 Calendar Year to Date through November**

- Total web visits (main site and mobile visits) were down 24.7% for CYTD 2017 (Jan-Nov) compared to CYTD 2016
- Total web visits to VisitMO Spotlight (blog) were down 6.8% for CYTD 2017 (Jan-Nov) compared to CYTD 2016

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through November**

- 118,689 responses for 2017 YTD – a decrease of 21.9% (This is most likely directly related to advertising cuts due to budget withhold.) However, Bowling Green, Champaign, Lafayette, Lexington, Louisville, North Platte, Tri Cities and Tulsa all have YOY growth
- For the month of November alone, responses were down 24.1% for 2017 compared to 2016

**Welcome Center Visits: 2017 Calendar Year to Date through November**

- For CYTD 2017 the centers are down 19.4% for January – November 2017 compared to the same period in 2016
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For the month of November alone, visits are down 45.5% for 2017 compared to 2016. For August – November, the decline is 46.4%.

**Commercial airport deplanements: 2017 Calendar Year to Date**

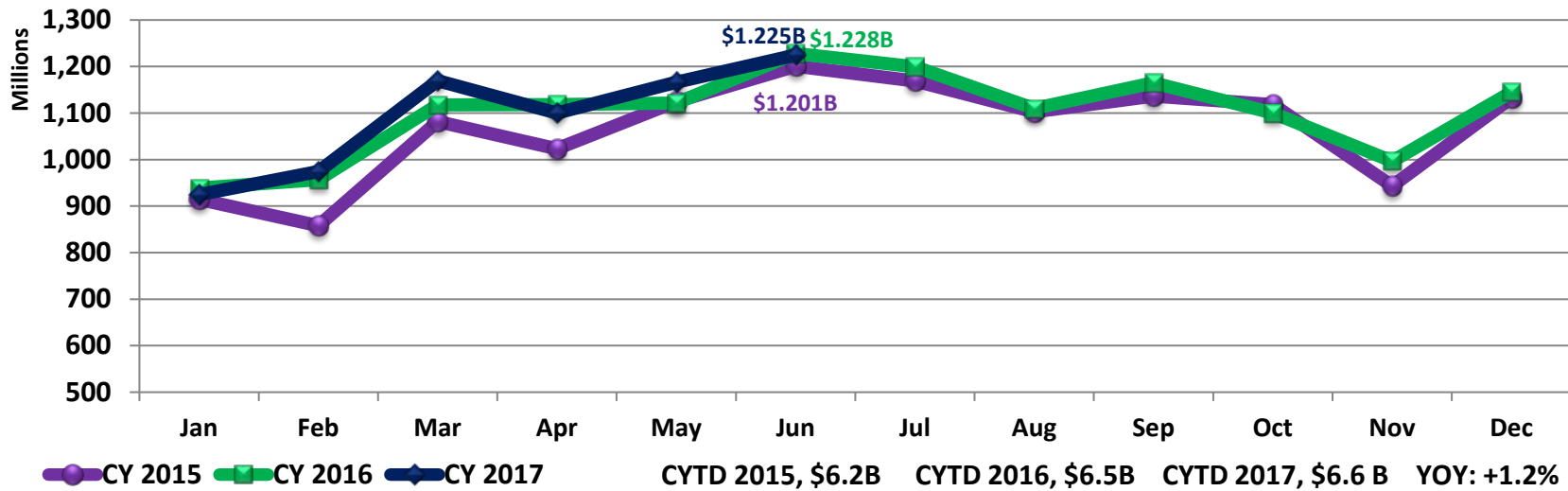
- Joplin up 18.1% for January – August 2017 compared to the same period in 2016
- Kansas City up 4.6% for January – October 2017 compared to the same period in 2016
- Springfield up 4.5% for January – October 2017 compared to the same period in 2016
- All airports up 5.9% for January – August 2017 compared to the same period in 2016

**Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through November**

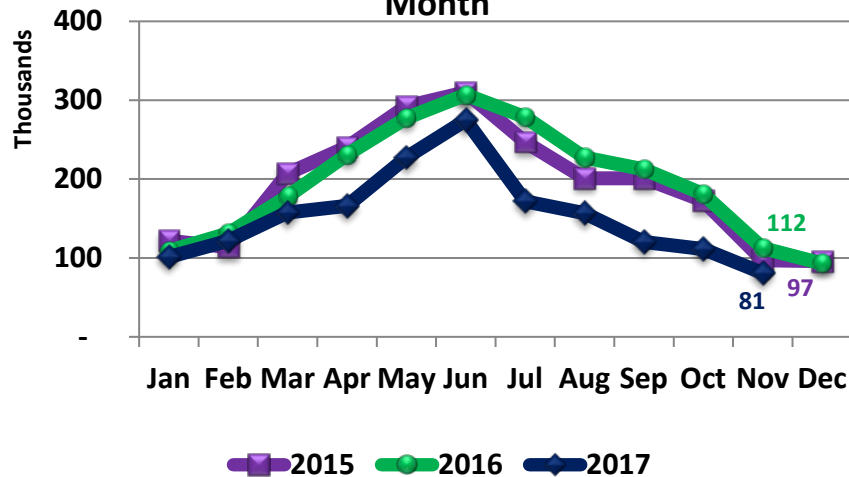
- Missouri's homepage on VisitTheUSA.com had 2,923 pageviews in Nov 2017 compared to 531 in Nov 2016
- There have been 10,804 pageviews for Jan-Nov 2017 compared to 14,102 for Jan-Nov 2016
- Top five countries viewing Missouri's page during November were Japan, Brazil, Germany, Spain and France
- Top five countries viewing Missouri's page during Jan-Nov 2017 were Japan, U.K., Brazil, India and France
- Visitors from the Canada spent the most time on our page, averaging 10 minutes and 50 seconds compared to an overall average of 4 minutes and 5 seconds

Sources: MO Dept. of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.

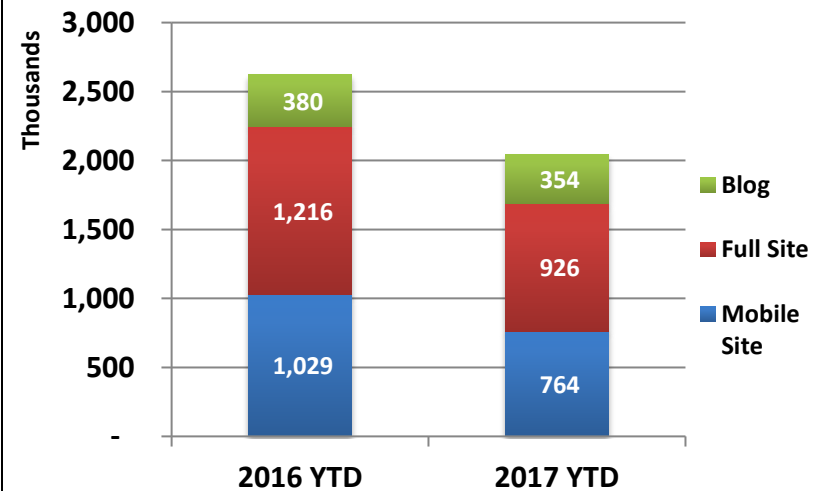
### Sales Revenue from 17 Tourism SICs



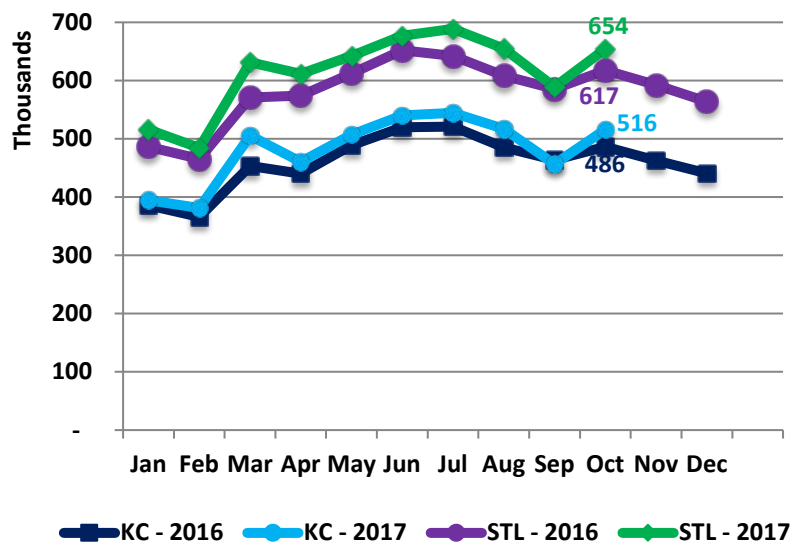
### Visits to VisitMO (Full & Mobile Sites) by Month



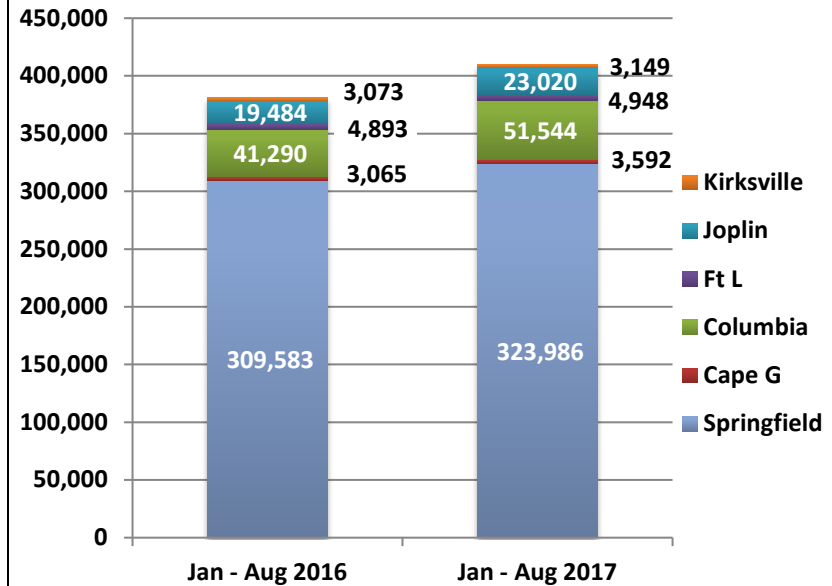
### YTD Visits to VisitMO by Site



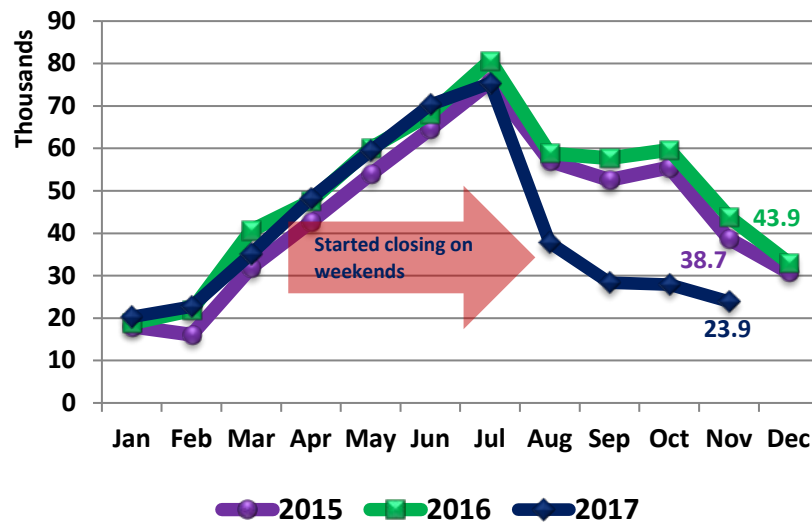
### KC & STL Airport Deplanements



### All Other Airport Deplanements



### Welcome Center Visitors



### Responses to MDT Advertising

